

## TELL US ABOUT YOUR SMOKING PREFERENCES.

Print corrections below.

9999 9999 9999 9999  
**Sample A. Samples**  
 123 Any Street  
 Anytown, US 00000

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Please complete the information below so that you may continue to be eligible to receive free offers and coupons by mail. Or call 1-800-931-9339 to complete this survey by phone.

Please take me off your mailing list.

By responding to this survey and signing below, I certify that I am a cigarette smoker 21 years of age or older. I am also willing to receive free cigarettes and branded incentive items in the mail, subject to applicable state and federal law.

Signature (required)

**X**

Birth Date (required)

/ /

Mo.

Day

Yr.

Area Code

Phone Number

1. What is your regular brand of cigarettes- that is, the brand you smoke most often?

(Brand)

2. Is your regular brand...? (Check one.)

 Regular/King Size     100's     120's

3. Is your regular brand...? (Check one.)

 Menthol     Non-Menthol

4. Is your regular brand...? (Check one.)

 Filter     Non-Filter

5. Is your regular brand...? (Check one.)

 Lowest/Tang Tar     Light/ Medium     Medium/Ultra/Extra Low Tar     Mild     Full Flavor

6. Do you usually buy it by the...? (Check one.)

 Pack     Carton     Both Ways

7. How long have you smoked this brand?

 Less than 1 year     2 to 3 years     Over 5 years  
 1 to 2 years     3 to 5 years

8. What, if any, was your previous brand?

(Brand)

9. The next time you go to the store, if your regular brand were not available, what would you do? (Check one.)

 Go to another store to buy my regular brand  
 Buy another type or length of my regular brand  
 Wait until the store has my regular brand  
 Buy a different brand entirely

10. Which of the following statements best describes the way you use cigarette coupons? (Check one.)

 I use almost any cigarette coupon I get.  
 I occasionally use coupons for cigarettes, even if they are not for my regular brand.  
 I only use coupons if they are for my regular brand.  
 I never use coupons to buy cigarettes.

11. If your regular brand were not available, which of the following brands would you consider buying? (Check all that apply)

<input type="checkbox"/> Alpine	<input type="checkbox"/> GPC	<input type="checkbox"/> Pyramid
<input type="checkbox"/> Basic	<input type="checkbox"/> Kent	<input type="checkbox"/> Raleigh Extra
<input type="checkbox"/> Benson & Hedges	<input type="checkbox"/> Kool	<input type="checkbox"/> Salem
<input type="checkbox"/> Best Buy	<input type="checkbox"/> Magna	<input type="checkbox"/> Sterling
<input type="checkbox"/> Best Value	<input type="checkbox"/> Marlboro	<input type="checkbox"/> Stone Brand/ Generic
<input type="checkbox"/> Bristol	<input type="checkbox"/> Merit	<input type="checkbox"/> Superflame
<input type="checkbox"/> Bucks	<input type="checkbox"/> Misty	<input type="checkbox"/> True
<input type="checkbox"/> Cambridge	<input type="checkbox"/> Monarch	<input type="checkbox"/> Vintage
<input type="checkbox"/> Camel	<input type="checkbox"/> Montclair	<input type="checkbox"/> Vicinity
<input type="checkbox"/> Capri	<input type="checkbox"/> More	<input type="checkbox"/> Virginia
<input type="checkbox"/> Carbon	<input type="checkbox"/> Newport	<input type="checkbox"/> Slims
<input type="checkbox"/> Donai	<input type="checkbox"/> Now	<input type="checkbox"/> Winston
<input type="checkbox"/> None	<input type="checkbox"/> Parliament	
	<input type="checkbox"/> Other	

12. Please list all the brands of cigarettes you smoked at least one pack of in the past two weeks. How many packs did you smoke of each brand? Write in exact number of packs for each brand below. (Note: 1 carton = 10 packs.)

(Brand name)	# of Packs
(Brand name)	# of Packs
(Brand name)	# of Packs

13. Where do you usually buy your cigarettes?

(Check one.)

<input type="checkbox"/> Supermarket Chain	<input type="checkbox"/> Drug Store/ Pharmacy
<input type="checkbox"/> Neighborhood Grocery	<input type="checkbox"/> Convenience/Gas Station
<input type="checkbox"/> Convenience/Gas Station	<input type="checkbox"/> Discount Store

14. How often do you use special in-store cigarette offers, such as a free gift with purchase, a 2-for-1, or special prices?

Frequently    Occasionally    Never

I look for special offers for my regular brand...

I take advantage of special offers for brands other than my regular brand...

15. Are there other smokers in your household 21 years of age or older? Please print full names, birth dates and regular brands.

First Name	MI	Last Name
Birth Date	/ /	Regular Brand
First Name	MI	Last Name
Birth Date	/ /	Regular Brand

16. Do you have a friend, 21 years of age or older, who smokes and would like to receive free cigarettes and incentive items in the mail? Please print full name and phone number.

Name	
Area Code	
Phone Number	

17. Which of the following best describes you?

(Check one.)

<input type="checkbox"/> White	<input type="checkbox"/> Asian
<input type="checkbox"/> African-American	<input type="checkbox"/> American Indian
<input type="checkbox"/> Hispanic	<input type="checkbox"/> Other

